The wise in the business world have for many ages availed themselves of the science of advertising. One of the most ancient modes of attracting public patronage was by means of public criers long before the age of printing. The mediæval criers used to carry a horn with which to fix the attention of the people when about to make a proclamation or publication. They formed a well organized body in France as early as the Twelfth century. Under a charter from Louis VII they were entitled to a penny for every time they blew their horns and could force themselves upon tavern keepers to cry their wares under a general statute. They at a very early period formed themselves into a corporation, and in 1258 obtained from Philip Augustus favorable statutes of the most tyrannical kind.

In England the public criers appear to have been a national institution at an early period. They cried all kinds of goods, and were sworn to tell "truly and well to the best of their ability and power." After a while the bellman or town crier was appointed for the benefit of the community at large. In most of the country towns of Great Britain, and even in London, there are still bellmen and parish criers, though their offices are little more than sinecures. The provincial crier's duties are of the most varied description, and relate to objects lost or found, sales by public auction or pri-vate contract, weddings, christenings or

But the bellman as a means of advertising has seen his last days. Nearly three-quarters of a century ago in England wagons were driven through the streets surmounted by revolving turrets on which were painted flaming announcements of coming events, and men on horseback rode up and down the principal thoroughfares with great bill boards strapped on either side of them to attract public attention.

The first regular newspaper, The Certain News of This Present Week, published in London in 1622, contained no advertisements; but in 1682 advertisements appeared in something like the present form in The Mercurius Politicus. Books were the articles earliest advertised. The great plague in London brought forth the first medical adverdisements. In 1700 Addison, reviewing the advertisements of his time, speaks of their "cuts and figures." The London Times was established in 1788, but did little to reduce advertising to a system, though it demonstrated its value and importance. The first American daily journal. The Independent Gazette, of New York, in 1787, in its second year contained thirty-four advertisements. From that time on the growth of American advertising developed the fact that extensive advertising was a legitimate necessity to trade. The other great metropolitan papers founded since 1833 have greatly popularized advertising. A special feature adopted about this time was "business notices" and "special notices," commanding high prices. - Washington Star.

### Mamma's Only Blonde.

Said a minister: "To show you how peculiarly one young woman's mind worked I will tell you of a visit I made the other day to one of my parishioners. The eldest daughter of the house opened the door for me. It was my first call on them, as I had just assumed the charge, and was only becoming acquainted with the people.

"How are you all? I asked. "'Oh, we're all right,' she replied, in

the most cheery way. "'I'm delighted to hear it.' I answer

ed. 'So few families I call on are all right that it's a pleasure to enter one household where there is no sorrow.' "'Oh. I forgot,' she replied with a flut

ter, 'we have only lately had a dreadful

blow and loss. " 'Indeed!' I said. 'I'm very sorry to hear that. What was it?

"She went down into her handkerchief at once, and with difficulty sobbed "Minnie, our little sister, died, and, on-oh-oh, she was mamma's only blonde!"-New York Tribune.

## Views on Amesthetics.

Dr. Horatio Wood shows by charts and the results of experiments that, contrary to the general belief, chloroform kills by paralyzing the respiration as well as the heart, and that ether kills by paralyzing the heart before respiration has ceased. He regards nitrous oxide as the safest anæsthetic-only one death having occurred out of 50,000 administrations. Ether is probably safer than chloroform in the ratio of one to three or one to five, and the best method of administering it is to use the inhaler made of cloth stretched across the wire frame which is surrounded by rubber or

Plenty of fresh air should be mixed with the ether. Chloroform is probably more fatal on account of its greater specific gravity. 'It lies in the lungs and mixes slowly with the air, completely poisoning the nerve centers before oxvgen can gain admission to the blood. It is less dangerous in hot climates, where it is more readily volatilized. Ether is more velatile and therefore less dangerous -- New York Commercial Advertiser.

A Bad Sign. Harassed Father-Mary. I have always thought that our son prided himself on his propensity for lying. Now I

Patient Mother-Poor Jack! What

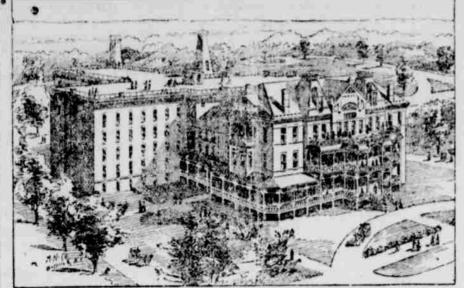
has be been doing now? H. P .- I was with him in the basement this evening, and every time he passed the gas meter that boy touched his hots-Pittsburg Bulletin.

A Model Invention Charley Fitz Dawdlo-Great head has Binkly! Invented a car starter and

made a lattle fortune out of it. Tom Hazbynthere (sadly)-Pity he couldn't invent h newspaper stories. That's what he after Strebury Dal

# Alma Sanitarium Company

A. W. WRIGHT, Pres't.



HE SANITARIUM was opened in July, 1886. Its patronage has ircreased to such an extent that an addition accommodating 100 guests vices of an attorney Those who start more, has recently been constructed. Alma has the most bracing and invigorating atmosphere in the State, with a temperature free from extreme heat in summer, affording a pleasant resort for those seeking end.
The Sanitarium possesses the very best facilities for employing the Turkish. Russian, Needle, Sitz and Vapor Baths. Special attention is given to Electric Baths and Electricity in every form.

A Drinking Water of unusual purity is obtained from an Artesian Well and is an agreeable Mineral Tonic. For Bathing is used a Saline Water, obtained from a well 3,000 feet deep; the water contains the Salts of Potasium. Sodium, Lithium, Calcium, Magnesium, and Iron. This Water has proved invaluable in the treatment of Rheumatism and Chronic Skin Diseases. It is the desire of the managers to furnish the best treatment for invalids

and to afford a pleasant resort for pleasure seekers. FOR FURTHER PARTICULARS APPLY TO

ALMA SANITARIUM CO., - ALMA. MICH. On approved security.

he way to judge of he future is by he past, is it not? he place to buy the merchandise hat you need is where hey sell every day thesaeme. he place to buy the best ea sold in the county, he popular price of wenty-five cents per pound he tea that has no ariff on and one hat will please you or hat you may return issold at UCKERS at Sumner. he place that has as many uckers as names.

YOU SHOULD SMOKE NOTHING BUT GFELDER'S



J. LONGFELDER, ALMA, MICH.

The WEST END GROCERY is filling a long felt want in keeping at all times a Fresh Stock of Family Groceries and Provisions, consisting of

Of Plug and Fine Cut tobaccos, Longfelder's Cigars, th best in the world for the money, in stock.

FRESH OYSTERS AND FRUITS in Season. Elegant Prizes given away with Coffee and Baking Powder.

Owosso, Alma and Shepherd flour in stock. Farmers, we want your Butter and Eggs for which we

will Pay Cash or Exchange Goods.

Families living in town call at the West End Grocery and you will always find plenty of good butter for your tables

Remember the place,

GEO. W. PULFREY, Prop.

Third Door in Pulfrey's Hotel Blook. J. W. NESETT, Mgr.

PENSIONS—NEW LAW.

A pension for disabled soldiers, soldiers' wislows and minor children, without proof that disability of sordier originated in the army. Also for dependent at time of soldiers' death or not. But must prove that disability of soldier originated in the army. Also for dependent at time of soldiers' death or not. But must prove that disability of soldier originated in the service. Bat of pension: From \$6.00 to \$12.00 per month, chuldren \$2.00 until 16 /sers of age. I will take and prosecute claims under the nex law. Free, actual expenses, not usually exceeding \$1.00 and \$10 if successful. No fee if pension not allowed. Have had over 20 years of age. I will take and prosecute claims under the nex law. Free, actual expenses, not usually exceeding \$1.00 and \$10 if successful. No fee if pension in that the heirs at law of sold eccased, and \$10 if successful. No fee if pension pension if it can be got. A claim under this nex law will not interfere without pension if it can be got. A claim under this nex law will not interfere without pension if it can be got. A claim under this nex law of more pension in the heirs at law of sold eccased, and show cause, if any the pension in the other and sold pention and that the heirs at law of sold eccased, and situation and that the heirs at law of sold eccased, and situation and that the heirs at law of sold eccased, and sold pention of the contract of success. Claimants will need the serwithout one, or with one they cannot see personally, may lose much valuable time, and, possibly, their claims, in the end. FRANCIS PALMER, Alma July 11, 1596. Att'v at Law.

### BERT WOODWARD.

Has choice farms For sale at. Lowest cash price Houses and Lots. Bought and sold Money to loan I have first-class Insurance Companies For farm risks, Such as the Western of Toronto. Granite State and the United States.

ALMA. MICH.

# DO YOU READ

THAT BRIGHT, SPARKLING MACIZINE?

THE CHEAPEST

Illustrated Monthly in the Worlld. 25 CENTS A NUMBER, \$2.40 PER YEAR.

housand copies The Coamportan is literally what the New York Times calls it, "At its spice, the brightest, most varied and best of the brightest, most varied and best of the brightest was a spice. thousand copies The Cosmopolitan is literally what the New York Times calls it, "At its price, the bright's: most varied and best edited of the Magazines."

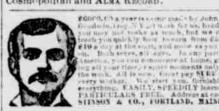
For new subscribers, for one year only. The Cosmopolitan, per year,
The ALMA Recogn,
The price of the two publications,
We will furnish both for one This offer is only to new subscribers to THE COSMOPOLITAN, and only for one year.

THE COSMOPOLITAN furnishes for the first No. 1, 7:23, a. m. time in magazine literature, a splendidly illus-trated periodical at a price hitherto deemed No. 2 impossible

## TRY IT FOR A YEAR.

It will be a liberal educator to every member of the household. It will make the nights pass pleasantly. It will give you more for the money than you can obtain in any other form Do you want a first-class Magazine, giving sommally 1506 pages by the ablest writers, with more than 1301 illustrations, by the eleverest artists—as readable a Magazine as money can make—a Magazine that makes—a specialty of live subjects ?

Send \$2.50 to this office, and secure both The Cosmopolitan and ALMA RECORD.



## INSURANCE

Reliable Companies Represented All losses Promptly And Satisfactoria Adjusted. Also agent For the Associated Collection Agency. Parts of the



R. D. LEMEN

## SHILOH'S CONSUMPTION CURE.

The success of this Great Cough Cure is without a parallel in the history of medicine. All druggists are outhorized to sell it on a pos-nive guarantee, a test that no other cure can suc-centually stand. That it may become known, the Proprietors, at an enormous expense, are cluding a fample Bottle Free into every home in the United States and Canada. If you have a Courth, Sore Threat, or Broughills, use it, for t will care you. If your child has the Croup, or Whooping Couch, use it preintilly, and relief a sure. If you dread that instations disease Consumption, we it. Ask your Druggist for SHILOH'S CURE, Price to cas, for its, and fit on 9 if your Langs are sore or likely lame, use Chifoh's Porous Planter, Price 25 cts.

The co-partnership heretofore existing between John M. Montigel, Ferdinand Montigel, and Martin Montigel is this day dissolved by mutual cease nt of all parties. John M. Montigel retiring from the firm. All accounts due the old firm and all debts contracted by them will be settled by the new firm of J. M. Montigel & Co.

Signed, John Montigel & H. Montigel & M. Mo

No.4	No.5	No.	STATIONS.	No.4		No.8		Not	
5 00 5 42 6 72 6 32 7 49 8 15 8 50	2 34 3 24 3 45 4 14	8 15 8 15 10 8 10 3 11 10	Plymouth South Lyon	11 10 10 10 9 9	第二年記憶書具	日本五年 日本日本	おおける時間の	11 3 11 3 11 3 11 3 11 3 11 3 11 3 11 3	

1 25 A 55 Toledo Ann, Arbor & North Michigan

Teain No. 2 waits 45 minutes for dinner at Alma.
There is also an additional train service north of Mt. Picasant of two passenger trains.

H. W. ASHLEY. W. H. BENNET. H. W. ASHIL Gen. Pass Agent. Gen. Mar A. D. HITCHCOCK, Agent Alma. Bucklen's Arnica Salve

The Best Saive in the world for Cuts, Sores, Bronses, Vicers Sait Rhoum, Fever Sores, Tetter, Chappep Hands, Chibbans, Corns and all Skin Eruptions, and positively cures Files, or no pay required. It is guaranteed to give perfect satisfaction, or money refunded Price A cents pe box. For sale by B. S. Webb.

Remarkable Rescus.

Mrs. Michael Curtain, Plainfield, Ill., makes the statement that she cought cold, which settled on her furgs; she was treated for a month by her family physician, but grew worse. He told her she was a hepeless victim of consumption and that no medicine could gave her Her druggist suzzessind Dr. King's New Viscover for Lonsumption; she levugist a bottle covery for Consumption; she laught a bottle and to her delight legnd herself benchtled, from first dose. She continued its use and after taking ten bottles, found herself sound as dwell, now doss her own housework and is as well as she ever was. Free trial bottles of this Great Discovery at B. S. Webb's Drug Store, large bottles for, and \$1.00.

BEEBE'S WILLTE PINE COM pound for coughs Colds and all Long talling remedy. A certain cure for Croup in Children. Warradted and Sold by B. S. Weeh, Druggist, Alum Mich. at 2002, and Not and P. gist, Alms, Mich, at 25cts, and 50cts per Bottle.

PILES

LOOSE'S RED CLOVER PILE REMEDY is a positive specific for all forms of the disease. Blind Bleeding, Itching, Elecrated and protruding Piles, Price Sec. For sale at Central

Happy Hoosiers.

Happy Hoosiers.

William Timmens Postmaster of Idaville
Ind., writes: "Electric Bitters has done more
for me than all other medicines combined for
that bed feeding arising from Kidney and liver
trouble." John Leslie, former and stockman,
of same place, says; Find Electric Bitters to
be the best Kidney and Liver medicine, made
me feel like a new mon." J. W. Gardner;
hardware merchant, seme town, saps; Electric
Bitters if just the thing for a man who is all
run down and don't care whether be lives or
dies; be found new strength, good appetite
and felt just like he had a new le se on life.
Only loc. a bettle, at B. S, Webb's Drug Store.2

BEEBE'S BLOOD

Is guaranteed to care all descases of the Liver Blood and Kidneys especially Dyspep-si' and Rhumatishm. The quanty and small does makes it the cheapest medicine in

The co-partnership heretofore existing between John M. Montigel; Ferdinand Montigel, and Martin Montigel is this day dissolved by mutual consent of all parties, John M. Montigel is this day dissolved by mutual consent of all parties, John M. Montigel is this day dissolved by in the payment of a certain mortgage, made and are distorted by them will be settled by the new firm of J. M. Montigel & Signed. John M. Montigel & W. Signed. John M. Montigel & W. Signed. John M. Montigel & M. Monti

and whereas, the amount claimed to be due and propose upon said mortzage at the date of this notice is the sum of Six hundred thirty-seven and be be deliars 255.500 for principal and interest due and unpaid. And no suit or proceedings at law or the equity having been instituted to recover the whole or any part of the facts secured by said mortgage; now therefore, by virtue of the power of sale in said mortgage contained, and of statute in such case made and provided, notice is hereby given, that said mortgage will be forcelosed by a sale of the said and grampes therein described, at public auction or vesdue to the highest lidder, at the front door of the Gratiot county court huse, in the virlage of Ithaca, Michigan, on the fith day of february, 18d, at ten ofclock in the foreigner, or a much thereof as may be the 5th day of February, 1880, at ten o clock in the torencon, or so much thereof as may be necessary to satisfy satisfect, with interest at the rate of ten per cent, and all legal costs, which said lands and premises are described in said mertgage as follows, viz: The Southeast quarter of the North-west quarter of section twenty-nine (20) in township eleven (1). North of range three (3) West. In the county of Gratiot and State of Michigan.

Dated November 18th, 1860.

Dated November 18th, 1890.

James B. Pohren.

Jas L. Clark. Assignce of Mortgage.

Attorney for Assignce of Mortgage.

MORTG GE SALE: Default having been made in the payment of a certain mort-gage, made and executed by Franklin Turrill and Jane Turrill bis wife, in her own right and as wife of Franklin Turrill, to Kate Dusenbert dated september 7th, 1887, and recorded in the office of the register of deeds for Gration and Allahimator of the 12 day of Santomber hery dated september 7th, 1887, and recorded in the office of the register of deeds for Gratlot county, Michigan, on the 12 day of September 1887 in liber 40 of mortgages, on page 501 and wherean, the said mortgage has beer duly assigned by the said Kate Dusenbery to Franklin Turrill by assignment bearing date November 1th 1890 and recorded in the office of the register of deeds for said county of Gratiot on the Seventeenth day of November 1880 in liber 61 of mortgages at page 114. Same is now owned by him; and whereas the amount claimed to be due and unpaid upon said mortgage at the date of this notice is the sum of Two hundred and nineteen and 83-190 dollars (\$2'9 83) for principal and interest due and no suit of proceedings either at law or in equity having been instituted to recover the whole or any part of the debt secured by said mortgage; now therefore, by virtue of the power of sale in said mortgage contained and of the statute in such case made and previded, notice is hereing given that said mortgage with the foreclosed by a sale of the land and premises liberent discribed, at public auction of vendue to the highest bidder, at the front dout of the Gratlot county court house. In the village of Ithaca, Michigan, on the 28th day of Foburary 1801 at ten o'clock in the forenoon, or so much thereof as may be necessary to satisfy said 5th, with interest at the front dout the Gratlot county court house. In the village of Ithaca, Michigan, on the 28th day of Foburary 1801 at ten o'clock in the forenoon, or so much thereof as may be necessary to satisfy said 5th, with interest at the front dout the Gratlot county court house. In the said mortgage as follows, viz. The South bail of the northwest quarter of Section Two (2) in township Nine 69 North of Hange Four (4) West, in the county of Gratiot and State of Michigan.

Dated December (th. 1800,

Dated December (th. 1800).

FRANKLIN TURRILL,

JAS. L. CLARK, Assignee of mortgage.

Attorney for Assignee of Mortgage

Is guaranteed to cure all descases of the Liver Blood and Kidneys especially Dyspeps of and Rhumatishim. The quantity and small dose makes it the cheapest medicine in the market. Try it, satisfaction guaranteed formout y refunded.

For sale by. To sale by. To satisfaction guaranteed formout y refunded.

FREE, FREE, FREE

TRIAL

EICCIRO NERVING

Cures Permanently all Diseases of the Nervous System, either neure or chronic in oither sex. It Restort a inparred or lost power. Checks all forms of special particles of the state of Michigan.

Power the business of Ranking.

Now Therefore, I. Therefore C. Sherwood, commissioner of the State Banking department of hereby certify that the Gratic County Savings flans is the Village of Alma in the County of Gratiot State of Michigan.

Now Therefore, I. Therefore C. Sherwood, commissioner of the State Banking department of the receive of the county of Gratiot State of Michigan, has complied with all the village of Alma in the County of Gratiot State of Michigan of Savings flans is the Village of Alma in the County of Gratiot State of Michigan.

Now Therefore, I. Therefore C. Sherwood, commissioner of the State Banking department of the receive of the Savings flans is the Village of Alma in the County of Gratiot State of Michigan.

Now Therefore, I. Therefore C. Sherwood, commissioner of the State of Michigan.

Now Therefore, I. Therefore C. Sherwood, commissioner of the State of Michigan.

Now Therefore, I. Therefore C. Sherwood, commissioner of the State of Michigan.

Now Therefore a corperation shall be authorized to commissioner of the State of Michigan of Michigan.

Now Therefore, I. Therefore C. Sherwood, commissioner of the State of Michigan of June 19 and 19